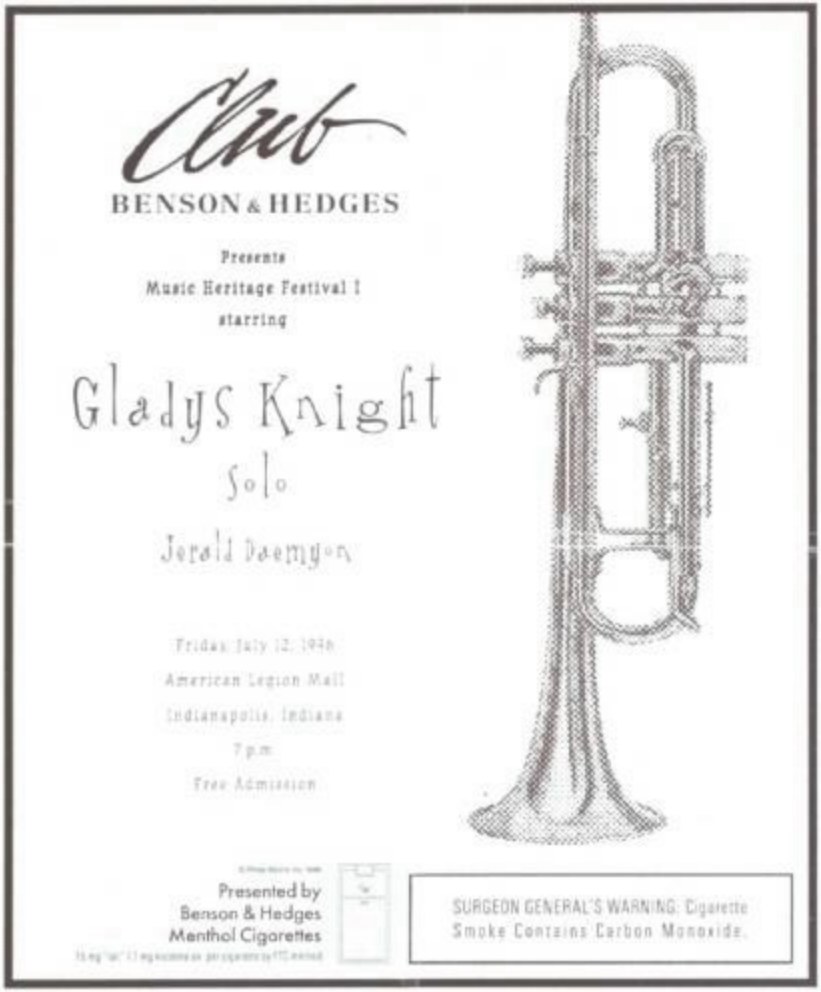
Source: https://www.industrydocuments.ucsf.edu/docs/mgdp0003

2061038978



10.5"

8.625"

Scale: 1" = 1"
Trim: 8.625 x 10.5 inches
Area (Trim): 90.5625 square inches

CAPS

Exhibit 3
(Opt Univers Light Cond (10/10 Capps TNN 10)

LEO BURNETT JOB INFORMATION

PRINT

Ad No: 678-02
Req. No: M48681
Brand: Benson & Hedges
Package: Menthol
Title: Club B&H Event ROP
Medium: (TV) 8"x10½"
Description: Indpls Music Festival
Area: 90.56 Sq. In.
First Scheduled Cover Date: 4/24/96
Warning Ad: 3 A B C
T&N Size: 10PT

APPROVALS

Print Service: DK-6/18/96
Agency Legal:
Client Service:
Brand:
PM Legal: Colin C 6/20/96
PM Legal Changes/Comments Due:

Agency Legal: